



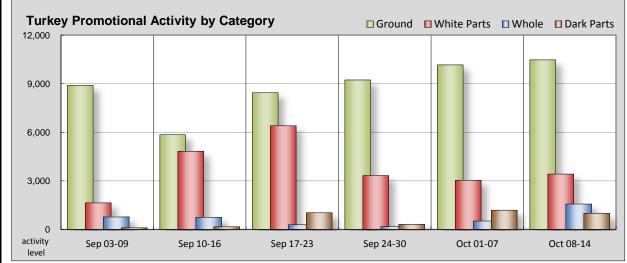
USDA Weekly Retail Turkey Feature Activity Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/08 thru 10/14.

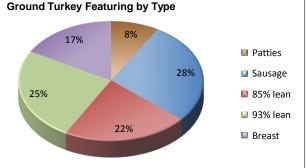
(prices in dollars per pound fresh unless otherwise noted: does not reflect all turkey items available in the marketplace)

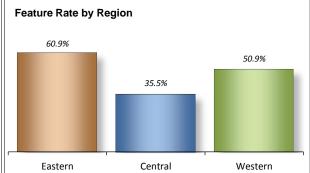
NATIONAL SUMMARY												
	THIS	WEEK	LAST	WEEK	LAST YEAR							
5	50.2%	of 19,200	44.0% c	of 19,200	42.2% of 18,600							
Feature Rate 1/	ou	tlets	out	tlets	outlets							
Special Rate 4/	6.	1%	8.	9%	4.1%							
Activity Index 2/	17	,750	15,	,740	14,310							
3/	Stores Wtd Avg		Stores Wtd Avg		Stores	Wtd Avg						
WHOLE BIRDS:												
Fresh - Hens	260	1.79	40	1.42	70	1.32						
" - Toms			20	1.34	10	1.49						
Frozen - Hens	890	1.12	240	0.84	650	0.82						
" - Toms	420	0.87	220	0.81	650	0.80						
PARTS:												
Breast:												
Bone-in, whole												
Fresh	80	2.26	30	2.89	10	1.99						
Frozen	1,540	1.73	1,240	1.68	1,320	1.41						
Hotel Style												
Fresh					220	1.06						
Frozen	60	1.43										
Split, bone-in												
Fresh												
Rotisserie	650	7.96	400	7.75	330	7.91						
Boneless, whole	130	4.08	50	4.39	280	3.78						
Cutlets	650	4.98	720	3.97	1,120	4.47						
Cutlets, thin sliced												
Strips			220	3.78	210	3.76						
Tenders	310	4.80	380	3.87	550	4.37						
Marinated Tenders	760	4.10	250	4.51	820	3.76						
Drumsticks	270	1.56	250	1.59	210	1.50						
Thighs	90	1.99	90	2.06	160	1.55						
Wings	280	1.64	250	1.45	200	1.52						
Necks	230	1.52			20	1.30						
Smoked Drumsticks	10	1.79	270	1.88	10	1.88						
Smoked Wings	60	1.96	270	1.93								
Smoked Necks	50	1.99	60	2.14								
GROUND TURKEY:	10,470	2.84	10,160	2.70	7,200	2.86						
Patties	890	2.75	870	2.59	740	2.94						
Sausage	2,910	2.81	2,960	2.67	1,970	2.74						
85% lean	2,280	2.20	1,770	1.92	1,160	2.23						
93% lean	2,620	2.43	3,310	2.57	2,380	2.67						
Breast	1,770	4.37	1,250	4.34	950	4.27						
Rolls (frsh/frz 1 lb.)	540	1.36	580	1.66	270	1.62						

This Week's Turkey Feature Highlights

Retail activity continues to increase as holiday specials are beginning to show up in a scattering of stores. Frozen whole turkeys gain more momentum and at higher prices. Hens are viewed more often than toms in the circulars. Fresh and frozen bone-in breasts are popular this week with hotel style breasts making an appearance again. Rotisserie breasts increase in volume and at higher pricings. All styles of cutlets, strips, and tenders decline in visibility this week but where seen are at higher price levels. Fresh dark parts are close to last week's volumes with pricing mixed, while smoked items go less noticed. Ground turkey ads increase again this week with sausage, 93% lean, and 85% lean the most mentioned. Sausage and 85% lean ground turkey show higher trending prices.







All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising <u>any</u> reported turkey item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Note: rolls not included in ground fresh ground turkey total and weighted average.



Fri. Oct 08, 2010

USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/08 thru 10/14.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	EASTERN U.S.			CENTRAL U.S.		H Or	WESTERN U.S.		A	
	(CT,DC,DE,FL,GA,MA,MD,N	1E,		(AL,AR,IA,IL,IN,KS,KY,LA,N	ЛI,MN,		(AZ,CA,CO,ID,MT,		THE STATE OF THE S	
NC,NH,NJ,NY,PA,RI,SC,VA,V		VT,WV)		MO,MS,ND,NE, OH, OK,SI	,TN,TX,WI)		NM,NV,OR,UT,WA,WY)		ATI	
Feature Rate 1/	60.9% of 8,400 sampled outlets 4.8% of stores w/ no-price promotions			35.5% of 6,300 sampled outlets 9.6% of stores w/ no-price promotions			50.9% of 4,500 sampled outlets			
Special Rate 4/							3.5% of stores w/ no-price promotions			
Activity Index 2/	Activity Index = 10,920			Activity Index = 2,940			Activity Index = 3,890			
-	Price Range Summary		Price Range Summary			Price Range Summary				
	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg	
WHOLE BIRDS:										
Fresh - Hens							1.79	260	1.79	
" - Toms										
Frozen - Hens	0.89	350	0.89	0.88 - 1.29	80	1.10	0.99 - 1.39	460	1.31	
" - Toms	0.79 - 0.89	350	0.84	0.88 - 1.19	70	1.06				
PARTS:										
Breast:										
Bone-in, whole										
Fresh	1.99 - 2.99	80	2.26							
Frozen	0.99 - 1.99	390	1.51	0.88 - 1.99	680	1.71	1.29 - 1.99	470	1.94	
Hotel Style										
Fresh										
Frozen	0.98 - 1.59	60	1.43							
Split, bone-in										
Fresh										
Rotisserie	5.99 - 7.99	500	7.72	6.99	40	6.99	7.99 - 9.99	110	9.38	
Boneless, whole	3.99 - 4.79	130	4.08							
Cutlets	3.99 - 4.99	350	4.58				5.45	300	5.45	
Cutlets, thin sliced										
Strips										
Tenders	4.99	10	4.99				4.79	300	4.79	
Marinated Tenders	3.73 - 3.99	420	3.85	3.19 - 3.89	20	3.63	3.32 - 4.66	320	4.45	
Drumsticks	1.49 - 1.59	230	1.52	1.19	10	1.19	1.99	30	1.99	
Thighs	1.99	60	1.99				1.99	30	1.99	
Wings	1.39 - 1.99	240	1.61	1.19	10	1.19	1.99	30	1.99	
Necks	1.49 - 1.59	230	1.52							
Smoked Drumsticks	1.79	10	1.79							
Smoked Wings	1.79 - 1.99	60	1.96							
Smoked Necks	1.99	50	1.99							
GROUND TURKEY:										
Patties	2.00 - 2.99	510	2.77	2.50 - 3.00	380	2.73				
Sausage	2.39 - 3.49	2,580	2.69	2.46 - 3.19	70	2.75	3.99	260	3.99	
85% lean	1.84 - 2.66	1,620	2.29	1.66 - 2.10	650	1.97	1.99 - 2.06	10	2.03	
93% lean	2.29 - 2.68	1,980	2.42	2.24 - 2.69	470	2.48	2.39 - 2.99	170	2.45	
Breast (99-100% lean)	3.84 - 4.99	680	4.51	3.74 - 3.99	240	3.94	3.99 - 5.19	850	4.39	
Rolls (frsh/frz 1 lb.)	1.00 - 1.38	30	1.12	1.00 - 1.50	220	1.20	1.00 - 2.00	290	1.52	